

Winter 2003

## Crummer Connection Winter 2003

Crummer Graduate School of Business

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WINTER 2003

# CRUMMER

## Connection

For Alumni, Business Partners, and Friends

CRUMMER GRADUATE SCHOOL OF BUSINESS — FLORIDA'S MOST PRESTIGIOUS MBA

## Mutually Beneficial Learning Experience Helps Crummer and Croatian Students



Professors Currie (far left) and Matulich (far right) visit Croatia with Disney execs and Crummer alums Mike Lentz '97 and Andy Nanasi '01.

By Suzanne Beranek

PULA IS A UNIQUE, OLD-world Roman town nestled along the coast of the Adriatic Sea. One of the gems of the country of Croatia, it boasts a rich culture and architecture, including a coliseum and cathedrals, as well as beautiful beaches and wineries. For many years this beautiful coastal community was a favorite destination for European tourists. But since the Croatian war with Serbia in the '90s, these vacationers haven't been as plentiful. This is one of the challenges facing Crummer students and professors who've been learning about tourism in Croatia and offering suggestions about the business of

tourism to students at University of Rijeka at Pula as part of a Global Business Practicum.

**For the Crummer students, an experience like this is vital to their education.**

Approximately 25 Crummer students have visited Pula the last three years to work on projects and offer their insights. Thanks to a grant from the Fulbright Foundation, the students in the two most recent practica were subsidized. In turn, 17 students and professors from Pula have come to Orlando for two-week visits the last two springs to learn

about the multi-faceted aspects of American tourism.

For the Crummer students, an experience like this is vital to their education. "This practicum gives Crummer students work experience plus a tremendous amount of cultural exposure," said Professor Emeritus of Accounting Serge Matulich, who secured the funding for this Practicum. He also said that having the students stay with Croatian families while visiting strengthens the cultural experience.

Crummer student Bush Wrighton '03 said that it was interesting to visit a nation that faces such challenges. "One can talk about the issues surrounding a particular country all day, but one can learn so much more about an economy by gathering first-hand knowledge about the mentality and desire of the people," he said.

The Croatian students have also benefitted from the relationship. Crummer students and professors have helped them see how tourism works in the U.S. "Croatia's economy used to be communist Yugoslavia and they are just finding out what it takes to compete in the modern world," said Economics Professor David Currie, who has chaperoned the students along with Matulich.

University of Rijeka Associate Dean for Academic Affairs Denisa Krbec, who is also an economics

*continued on page 2*





## Cover story



(From l to r)  
Lovre Bozina,  
Professor Currie,  
and Marinko Skare.

Village abandoned  
after plague.  
(From l to r)  
Brian Matney,  
Ana Grdovic, and  
Professor Currie.



Pula students visit  
Orlando's Universal  
Studios.

(From l to r)  
Martina Duras,  
Ingrid Miljan,  
Sandra Krtalic, and  
Sanja Kolaric.

and tourism professor, has been part of this program. "We have become familiar with Crummer's teaching, including the School's innovations in curriculum, course content, and teaching methods," Krbec said. "We have also had the opportunity to observe its relationship with the local business community, have been able to emphasize the cultural relationship and understanding of

our hosts, and have had the opportunity to become well acquainted with the American way of life." For the Croatian students, there is a lot to learn in the U.S., especially here in Central Florida where tourism is king. "They learn about managing hotels, attention to quality, projecting an image, customer service, and promoting a brand," said Currie. ■

## Introducing your Alumni Relations and Development Team



PHOTO BY ROBERT HARTLEY

Director Dan Montplaisir, Executive Assistant Tracy Arrington, and Associate Directors Millie Erichsen and Whitney Langholz (left to right).

The mission of the Office of Alumni Relations and Development is to advance the strategic priorities of the Crummer School by identifying funding sources, building and strengthening lifelong relationships, and promoting opportunities for partnership throughout the global business community. Fundamental to our success is our commitment to uphold the values of excellence, innovation, integrity, ethical conduct, professionalism, and respect for the individual.

Visit our Web site at  
[www.crummer.rollins.edu/alumni\\_relations](http://www.crummer.rollins.edu/alumni_relations).

## We Want to Hear From You!

Keep us current on where you work, promotions, new business ventures, and business, community, or academic honors. Don't forget to send photos—weddings, babies, class reunions, etc.

Send news to Office of Alumni Relations, 1000 Holt Avenue-2722, Winter Park, FL 32789-4499, or email [crummer.alumni@rollins.edu](mailto:crummer.alumni@rollins.edu).

Check out Crummer's Alumni Web Site at [www.crummer.rollins.edu/alumni\\_relations](http://www.crummer.rollins.edu/alumni_relations).

Through our alumni Web site, you can access the latest information on your alma mater, get in touch with fellow classmates, and update your biographical information.



## Message from the Dean

The more time I spend here as Dean, the more I am impressed by the remarkable institution the Crummer School has become. Many of our peer institutions search to create the balance and quality among changing technologies, caring instructors, rigorous instruction, and global perspectives that we have been able to achieve.

These are difficult times for business and for business people. I hope you have found that your degree from the Crummer School is making a difference.

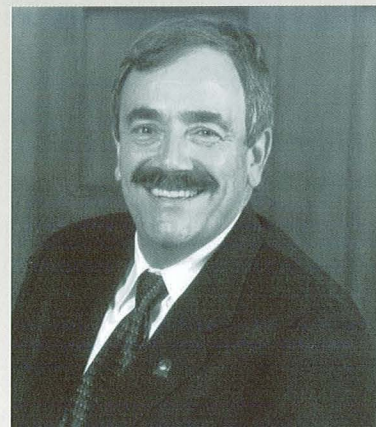
Recently, I had the chance to talk with Don Kurtzahn '68, who shared his story about taking classes in the old elementary school located near Park Ave. A retired executive with a long career at Hewlett Packard, Don has never seen Crummer Hall—they were just starting to build it when he graduated—but earning his master's degree at Rollins gave him the added confidence to move forward in his career.

During a visit to Atlanta, I also had the opportunity to catch up with Bob Gosselin '99. He is striking out on his own as a franchise owner for GarageTek, a company that develops personalized space and storage plans for home garages. When he earned his MBA, he was working as a communications professional for a high-tech company, but now he is putting his degree to use in new and innovative ways.

While each of your stories is different, several important constants remain. In addition to acting as a vehicle for earning an MBA, the Crummer School serves as a testing ground for new ideas, cultures, and relationships that can change who we are in meaningful ways.

Thank you for being a part of what makes us so strong. We have great aspirations for the Crummer School and I hope you will help us reach our potential. There are many ways to get involved and play a role in helping to continue to position us as a leader in business education.

Alumni and friends are playing an increasingly important role in making the Crummer School better every year. We want to hear from you as we continue to build on the qualities that make the Crummer School so special.



Crummer Graduate School of Business  
Dean Craig M. McAllaster

Sincerely,

A handwritten signature in black ink, appearing to read "Craig M. McAllaster". The signature is stylized with large, sweeping loops.

Dean Craig M. McAllaster



# Two Crummer Professors Recognized for Excellence with Endowed Chairs

By Suzanne Beranek

*ENDOWED CHAIRS recognize distinguished professors at Rollins College for their commitment to teaching and to their own learning. Two Crummer professors, Samuel C. Certo and Mark W. Johnston, were recently named to endowed chairs, bringing the total of endowed chairs at Crummer to four. They join chair holders Edward A. Moses and David Currie.*

**Samuel C. Certo**, professor of management and former dean of the Crummer School, was appointed the first holder of the *Steinmetz Chair of Management* in July.

Certo, who joined Crummer in 1986, has published over 25 books and numerous articles in professional journals. He is also a recognized pioneer and leader in publishing on the Internet. His books have been translated into Spanish, Portuguese, Chinese, Japanese, and Romanian for distribution throughout the world. As a former dean of the Crummer School, he spearheaded the Global Business Student Summit and the establishment of international student internships that serve as the foundation of Crummer's present international focus. The Academy of Management has recognized his contribution with the Excellence of Leadership Award.

"I am extremely honored and personally excited to be the first recipient of the Steinmetz Chair of Management," Certo said. "With all of the truly outstanding professors at Crummer, I feel very fortunate to have been selected. As the Steinmetz Professor of Management, I can only hope to relate to students the keen business acumen and high moral and ethical standards that have made Charles Steinmetz a world-class entrepreneur and manager."

Orlando businessman Charles Steinmetz, a longtime leader in the pest control industry, and his wife, Lynn, established the Steinmetz Chair in Management to recruit or retain a nationally recognized scholar for the management program at Crummer. Steinmetz has been a member of the Crummer Board of Overseers since 1991 and has supported many projects at the School, including the construction of the Bush Executive Education Center.



**Samuel C. Certo**

Rollins College President Rita Bornstein, who appointed Certo to the chair, stated her confidence in his qualifications. "Sam is an outstanding teacher and prolific author," she said. "He is eminently qualified to hold this chair."

**Mark W. Johnston**, who has taught marketing at Crummer since 1993, was appointed the first holder of the *Alan and Sandra Gerry Chair of Marketing and Ethics* in April.

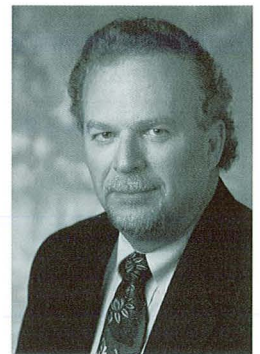
Johnston, who has published his research in a number of professional journals, was recently ranked by the prestigious *Journal of Business Research* as one of the most influential market researchers of the past 15 years. He ranked sixth in the survey based on the number of times (16) his articles have been cited in a dozen of the nation's leading business journals.

"I am honored and humbled to be the first recipient of the Alan and Sandra Gerry Chair of Marketing and Ethics," Johnston said. The Chair will make resources available to further the study and promotion of ethical business practices here and around the world."

The Alan and Sandra Gerry Chair of Marketing and Ethics was established by the Gerry Foundation

to recruit and retain a distinguished professor in marketing and ethics at Crummer. The Gerry professor stresses the importance of ethics, including ethical marketing, in his or her teaching and scholarship and in the coursework of the Gerry professor's students.

President Bornstein said, "Mark is a gifted teacher and exceptional scholar who is also active in the College and Central Florida community. It is a pleasure both to award an endowed chair to such a well-qualified recipient and to name such an outstanding professor as the first recipient of the Alan and Sandra Gerry Chair of Marketing and Ethics." ■



**Mark W. Johnston**



# Donors Sponsor Classroom Renovations That Prepare Students for the Business World



Newly renovated Wachovia Lecture Hall, formerly room 318, now serves as a classroom standard for both professors and students alike.

By Millie Erichsen and Suzanne Beranek

Economic Professor David Currie feels like the director on a movie set. Thanks to recent funding from generous donors, students who attend classes at Crummer know the importance of learning in classrooms that are equipped with the latest technology found in the business workplace and among the nation's best business schools.

"I can change the mood by changing lighting," Currie said. "I can switch back and forth between computer, CD, and videotape; and I can play music from around the world to give students an international flavor. All without leaving my seat." Currie jokingly added, "The only thing it doesn't do is make me seem more intelligent to the students."

Bruce and Dee Douglas, residents of Winter Park and Toledo, Ohio, provided funds to build a case-presentation and videoconferencing room that will enable students to practice case presentations and to videoconference with executives or interview for jobs without leaving the campus. The room now bears the title "Douglas Videoconference/Case Presentation Room."

"Case presentations are an integral part of the Rollins MBA," said Dr. Craig

McAllaster, dean of the Crummer School. "Students can utilize this new resource to hone their presentation skills and make contact with recruiters and business executives from around the world."

In addition, with commitments from CNL Financial Group, Inc. and Wachovia Corporation, Crummer recently transformed two existing classrooms into high-tech lecture halls by adding dual-projection systems, expanding Internet capabilities, and enhancing the classroom configuration so that each student would have a high level of interaction with classmates and the professor. What was once known as simply Room 222 now bears the title "CNL Lecture Hall." And what was previously called Room 318 is titled "Wachovia Lecture Hall."

"With MBA-student enrollment up 20 percent, the Crummer School needed a classroom that could comfortably seat 40 students, integrate technology, and provide an enhanced learning environment," said McAllaster. "The CNL and Wachovia gifts ensure that we continue to cultivate the learning experience within a state-of-the art classroom environment." ■

## Mark Your Calendar!

### January

- 14 – February 11 Supervisory Leadership Program, Tuesdays, 6:30 – 9:00 p.m.
- 21 Crummer Alumni Management Seminar, Jay Cohen 8:00 a.m.
- 27 Crummer School Open House, 6:00 – 8:30 p.m.
- 28–29 Planning, Designing, and Evaluating Effective Training, 8:30 a.m. – 4:00 p.m.
- 30 Mentor Program Begins

### February

- 4 Student and Alumni Networking Reception, The Citrus Club, 5:30 – 7:30 p.m.
- 13 – April 3 Human Resources Management Program, Thursdays, 6:30 – 9:00 p.m.
- 18 Dean's Executive Lecture Series—J. Michael Norris, Next Level Communications, 7:30 a.m.
- 27 Edyth Bush Foundation Reception for Community Service, 5:30 – 7:30 p.m.

### March

- 17–21 Program for Effective Leadership, 8:30 a.m. – 4:30 p.m.
- 28–30 Rollins Reunion Weekend
- 29 Preview Saturday, 8:30 a.m. – 1:30 p.m.

### April

- 9 Dean's Executive Lecture Series—John Graham, International Speedway Corporation, 10:00 a.m.
- 29 Crummer School Open House, 6:00 – 8:30 p.m.

### May

- 3 Class of 2003 Graduation

For more information, please contact Whitney Langholz at 407.628.6330.

**Check out Crummer's Web site at [www.crummer.rollins.edu](http://www.crummer.rollins.edu).**

Through the new site you can access the latest information on your alma mater, get in touch with fellow classmates, and update your biographical information.



## Alumni Profile

BY VICKIE PLEUS

**"I can't say enough good things about the Crummer School and how it's evolved. And, obviously, what it's done for me."**

—Dave Larson '72

Coca-Cola is a staple of Dave Larson's diet, but it's not because he has an unquenchable thirst. The Crummer Class of 1972 grad can't escape the trappings of the company he credits with beginning his career, and the one that welcomed him back from retirement 30 years later.

In 1968, Larson graduated from Penn State with "few career prospects." So, he joined the United States Army, and for 21 months served his country as a demolition assistant, dump truck driver, and battalion clerk in Vietnam.

Eager to get a second chance for a professional career, Larson investigated a tip from a fellow veteran friend who had heard the Crummer School was offering a new master's degree program. Much to his delight, Larson was accepted upon application, and in no time, the student who attended school on the G.I. Bill, earned his MBA. Upon graduating he readily landed a job as a personnel training coordinator with the Florida Coca-Cola Bottling Company.

"It was like a rocket boost," said Larson of the impact a Crummer education had on his career. "Getting accepted was a big deal. I was a lot older than traditional students were, and when I switched into the MBA program at night, I was with working people who would discuss 'real life' business situations."

"My career success basically has to do with the fact that I am a graduate of the Crummer School."

Larson began his career with Coca-Cola three decades ago and returned to the company in February of this year after a brief retirement. Two daughters with out-of-state college ambitions dictated his most recent move.

Larson doesn't seem to mind, though. The camaraderie among the people and tradition at Coca-Cola are two of his favorite aspects of working for the internationally recognized company. "We have a heritage with the product in this country. There's still a whole lot of hard work involved, but what you find is an esprit de

## Dave Larson '72

### Division Career Development Manager

Organization: Florida Coca-Cola Bottling Company

Hometown: Ellwood City, Pennsylvania

Residence: Longwood, Florida

Family: Wife, Anne, and daughters, Katie and Colleen



Dave Larson (far left) with Crummer students in Cuba on a global practicum trip in 2001.

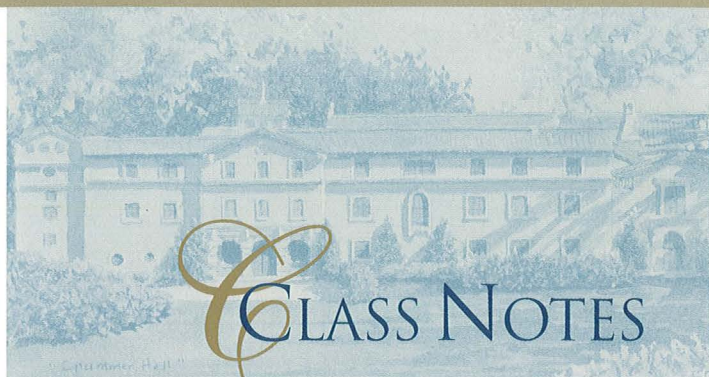
corps that never changes. In fact, if anything, it gets stronger."

Today, Larson is the Division Career Development Manager for Florida Coca-Cola Bottling Company. He's responsible for talent development and performance management systems—complementing standard practices for hiring skilled employees with training and development systems that retain talent and grow business capabilities. Providing consistent employee training programs throughout the Florida division (which includes two Virgin Island locations) is his overriding goal.

It's likely that Larson will jump on the retirement bandwagon once again, in five years or so. But Coca-Cola will probably never be entirely out of the picture for him—the company seems to follow the grad wherever he goes. Just as his Crummer education leads him.

"I can't say enough good things about the Crummer School and how it's evolved. And, obviously, what it's done for me," he said. ■





**Paul L. Wexler '65** has been named corporate and board advisor for The Amanda Company, a leading supplier of call-processing software, integrated solutions, and messaging systems for industry-standard PC platforms.



**Steve B. Grune '87** has been promoted to vice president and publisher of *Country Living* and *Country Living Gardener* magazines at Hearst Magazines.

**John "JC" Crissey III '90** recently left IBM UK, Ltd to join a new media and film-production company, London Pictures Ltd, as president and chief executive officer.

**Cate L. Richards '92** would love to hear from her fellow classmates!

**Rick A. Ahl '94** and his wife **Wendy '92** celebrated the birth of their son, Charles Weller, on October 15.

**Jeffrey S. Emenecker '94** has co-founded a new Web site, DiamondScience.com, dedicated to offering analytical strategies and innovative tools for the millions of fans in the U.S. who participate in Fantasy Baseball Leagues. While other Web sites and Fantasy Baseball sources typically provide opinions, the DiamondScience.com offers in-depth analysis based on facts and scientific strategies for winning.

**Selvin H. Dottin '96** has been promoted to senior director at R.W. Beck. Dottin has been with the firm since 1995 and the majority of his work has been as an electrical engineer doing independent engineering and owner's advisory (IE/OA) assignments, as well as serving as an expert witness.

**Gregory C. Morley '96** has moved to Paris to take a position as director of organizational development and productivity with Disneyland Paris.

**Yaw S. Obeng '96** was the keynote speaker at the November 2002 meeting of the Emerging Business Network of Central Florida. Dr. Obeng spoke on entrepreneurship, disruptive technologies, and capital formation.

**Drew A. Yurko '98** celebrated two great accomplishments in 2002. In May, he passed all four parts of the CPA exam, and in June, his daughter, Emma Isabel Yurko, was born.

**Candie A. Ryser '99**, native of Zurich, Switzerland, has purchased Sam Sneads Restaurant in downtown Orlando.

**Holly R. Adams '00** is current working for a Dutch company called CSM as division purchasing manager.

**Ron P. and Paige E. Greninger '01**, '01 celebrated the birth of their first child, son Robert Paul, on September 3. He weighed 9 lbs, 9 ozs.

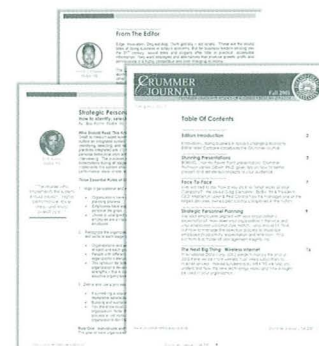
**W. Scott Cooper '02** has taken a new position with SouthTrust Bank in Panama City, Florida as a senior commercial loan officer.

**Samuel J. Nutter '02** of Palm Beach Gardens and Cherise Puanani Straayer of Satellite Beach were married June 8, 2002 at Holy Name of Jesus Catholic Church in Indialantic.

### Memoriam

**Robert T. Guillem '94 '97** died February 6, 2002 after a three-year battle with cancer. After earning his MBA from the Crummer School, he began working for Frito-Lay Corporation in Pompano Beach, where he achieved the title of zone business manager. Many of his former classmates from the Crummer School attended his funeral. He is survived by his wife, Shannon, his mother, and siblings.

## Check Your Inbox for the next issue of the Crummer Journal



**YOUR FELLOW ALUMNI** have launched a journal filled with informative and useful business-related articles written by, and about, Crummer alums from around the world.

*The Journal's* focus is:

■ Best Practices ■ In-depth Interviews ■ How-to Articles

Be sure your e-mail address is current to receive *The Journal*.

To submit or update your e-mail address go to: [http://www.crummer.rollins.edu/Alumni\\_Relations](http://www.crummer.rollins.edu/Alumni_Relations).

**Did you know you can now make your gift to The Crummer Fund online?**

Just go to [www.crummer.rollins.edu/alumni\\_relations](http://www.crummer.rollins.edu/alumni_relations) and click on "Gifts and Donations."

Each gift to The Crummer Fund, no matter the amount, drives our top-notch reputation even further. As the value of a Crummer education grows, so does the value of your degree.

**Make your gift today!**

## FACULTY NEWS

Two recently released books, co-edited by Professor of International Business **Ilan Alon, Ph.D.**, shed new light on the world's economic resources. The books are titled *International Franchising in Emerging Markets: Central and Eastern Europe and Latin America* and *International Franchising in Emerging Markets: China, India, and Other Asian Countries*. They show companies how to conduct franchising in the countries that contain 80 percent of the world's population and 60 percent of the world's natural resources—countries in which 75 percent of the world's economic growth is expected to take place in the next two decades.

Professor of International Business **James P. Johnson, Ph.D.** recently published two articles, one in *International Marketing Review* titled "The Influence of Country of Origin and Branding on Consumers," and the other in *Management International Review* titled "Comparing Managerial Values in Twelve Nations of Latin America."



## 2002-2003 Alumni Board

Kenneth Alloway '02, ABB, Inc.  
Seth Bobet '95, EXP Staffing, Inc.  
Mark Carbone '98, XE Corporation  
Patricia A. Claussen '97, American Income Life  
John Connors '97  
Jason Dewey '02, Commercial Net Lease Realty, Inc.  
Craig Domeck '98, Crummer Graduate School of Business  
Cheryl Finnegan '81 '87, SunTrust Bank  
Andrea L. Henderson '99 '02, Universal Orlando Resort  
Robert Hiltz '94, RGH Consulting  
Linda Hollerbach '00, The Willow Tree Cafe  
Jack Johannesmeyer '02, Hilton Grand Vacation Company  
Susan Johnston '93 '95  
Kevin Lansberry '95, Walt Disney Parks and Resorts  
J. Brock Lesperance '92, WKMG-TV  
Jordan Lomas '95, Harcourt, Inc.  
Juan Macias '01, ABB, Inc.  
Kyle Meyer '00  
Warren Miller '90, Accseus Corporation  
Michael Reynolds '98, Middleton Pest Control, Inc.  
Nancy Reynolds '98, CNA Insurance  
Timothy Sennett '98, Sennett Realty Group, Inc.  
Cameron Shackelford '77 '02  
Craig Starkey '81 '87, Winter Park Construction  
Jeff Troan '86, Lockheed Martin-LMCPI  
Kristen Vennum '02, The North Highland Company  
Maureen Walker '92, Helman Et Al/Architects, Inc.  
Jill Wampole '97, Harcourt, Inc.  
Scot Weiss '92, Industrial Container Services

## Board of Overseers

Jean-Marc D. Allard, Hubbard Construction Company  
Charles E. Bailes III, ABC Fine Wine and Spirits  
Peter C. Barr, Sr., Fry/Hammond/Barr, Inc.  
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John M. Bell, Bell Family Enterprises/Arden, Inc.  
Peter L. Chamberlain '84, Investment Trust Company of Florida, Inc.  
Bruce Douglas, Harvard Development Company, LLC  
Raymond L. Gellein, Jr., Starwood Vacation Ownership, Inc.  
Gideon T. Haymaker, SunTrust Bank  
Steven W. High '81, H. J. High Construction Company  
Glenda E. Hood '72, City of Orlando  
Thomas A. Jones '77, Federated Department Stores  
J. Darrell Kelley, Enterprise Florida, Inc.  
John S. Lord, Trustee, Alfred I. duPont Testamentary Trust  
G. Brock Magruder, Sr., M.D., Magruder Eye Institute  
Clarence Otis, Jr., Darden Restaurants, Inc.  
John D. Race '77 '84, DePrince, Race & Zollo, Inc.  
John N. Rigsby, Time Warner Cable  
James M. Seneff, Jr., CNL Financial Group, Inc.  
Charles P. Steinmetz, Middleton Pest Control  
Edmund C. Timberlake, Jr., Bank of America

# CRUMMER Connection

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## Atlanta Alumni Reception November 7, 2002



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